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(71) Applicant: **IBIQUITY DIGITAL CORPORATION**
[US/US]; 20 Independence Boulevard, Warren, NJ 07059 (US).

(72) Inventor: **SYED, Majid**; 97 York Drive, Princeton, NJ 08540 (US).

(74) Agents: **HARPER, Blaney et al.**; Jones, Day, Reavis & Pogue, 51 Louisiana Avenue, N.W., Washington, DC 20001 (US).

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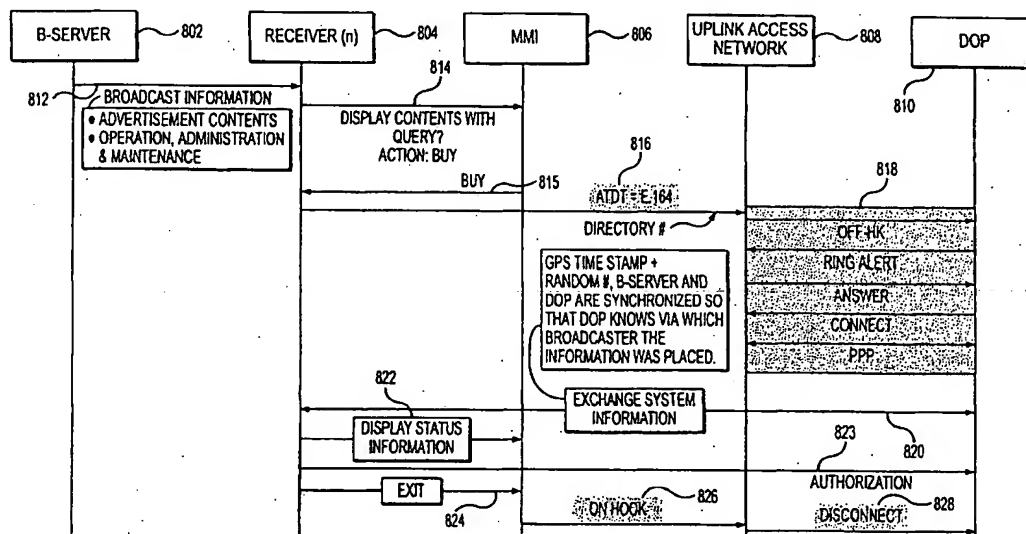
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(54) Title: **SYSTEM AND METHOD FOR PROVIDING ELECTRONIC BULK BUYING**



(57) Abstract: One or more broadcast servers (802) transmit information (advertisement content and multimedia data content) to one or more digital audio broadcast (iDAB) receivers (804) over a network such as an in-band on-channel (iBOC) network. A client with an iDAB receiver is able to purchase multimedia content (812) by a simple action through a man-machine interface (MMI) (806). Furthermore, a mechanism is described for setting thresholds, wherein the thresholds define when actual broadcasting of the content should begin. The thresholding mechanism is implemented either in iDAB receiver or in a Push-Pull gateway broadcasting the multimedia content. Bulk purchases are described, where such purchases are done via: direct order placement, indirect order placement, or via a B-server (over iBOC) download to receivers. Additionally, bulk purchase allows for the spreading of uplink traffic from consumer devices (808).



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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60

US CL : 705/37

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/37

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A, P	US 6,374,177 B1 (LEE et al) 16 April 2002 (16.04.2002), col. 5, line 42 - col. 11, line 50.	1-56
A, P	US 2002/0010641 A1 (STEVENS et al) 24 January 2002 (24.01.2002), abstract.	1-56



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Box PCT

Washington, D.C. 20231

Facsimile No. (703)305-3230

Authorized officer

Jeffrey Pwu

Telephone No. 703 308-7835